

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 290805Z APR 75

FM AMEMBASSY KUALA LUMPUR

TO SECSTATE WASHDC 9715

INFO USDOC

AMEMBASSY SINGAPORE

UNCLAS KUALA LUMPUR 2308

E.O. 11652: N/A

TAGS: BEXP MY

SUBJ: EDUCATIONAL TRAINING AIDS AND AUDIO VISUAL EQUIPMENT CATALOG
SHOW

REF: STATE A-9166 SEPT 9, 1972

1. SUMMARY FOR SUBJECT EXHIBITION FOLLOWS:-

(A) NAME OF EXHIBITION: EDUCATIONAL TRAINING AIDS AND AUDIO-VISUAL
EQUIPMENT CATALOG SHOW.

(B) PLACE AND DATES OF EXHIBITION: FEDERAL HOTEL, KUALA LUMPUR,
APRIL 21-23, 1975.

(C) NUMBER OF FIRMS SUPPLYING CATALOGS: 101

(D) NUMBER OF VISITORS: (I) REGISTERED: 117 (II) TOTAL: 430

(E) NUMBER OF TRADE INQUIRIES DEVELOPED (CATALOGS REQUESTED): 1,150

(F) NUMBER OF EXHIBITING FIRMS RECEIVING TRADE INQUIRIES: 101

(G) COMMENTS: EMBASSY WAS VERY GRATIFIED BY ATTENDANCE, QUALITY
OF VISITORS AND GENERAL RESULTS WHICH FAR EXCEEDED EXPECTATION.
MORE THAN 430 VISITORS RESPONDED TO EMBASSY'S 730 INVITATIONS, SUP-
PLEMENTED BY TIMELY NEWSPAPER AND COMMERCIAL NEWSLETTER ADVERTISING
AND PRESS RELEASES ISSUED BY USIS. THOSE ATTENDING SHOW INCLUDED
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MANY KEY PEOPLE FROM THE MINISTRY OF EDUCATION, UNIVERSITIES,

COLLEGES, SCHOOLS, PROFESSIONAL TRAINING INSTITUTES, LARGE COMMERCIAL FIRMS AND AGENCY HOUSES. THIS TURNOUT GAVE CLEAR INDICATION OF STRONG INTEREST IN LEARNING MORE ABOUT U.S. MANUFACTURED EDUCATIONAL TRAINING AIDS AND AUDIO-VISUAL EQUIPMENT AND LATEST INNOVATIONS IN FIELD, TOTAL OF 1,150 TRADE LEADS (CATALOGS REQUESTED) WERE DEVELOPED DURING PERIOD OF EXHIBITION. SOME VISITORS FOUND TAKING NOTES ON EQUIPMENT AND U.S. MANUFACTURERS AS THEY BROWSED AROUND, DID NOT COMPLETE EMBASSY'S TRADE INQUIRY FORMS ISSUED THEM. WHEN APPROACHED, THEY GENERALLY EXPRESSED PREFERENCE TO CONTACT U.S. SUPPLIERS DIRECTLY, OR INDICATED THAT THEY WOULD CALL EMBASSY LATER TO FURTHER REVIEW THEIR REQUIREMENTS. ALSO, MANY VISITORS RETURNED FOR 2ND OR 3RD TIME.

IRVING RUSINOW'S FILM SHOW, "LEARNING WITH TODAY'S MEDIA" FOLLOWED BY QUESTION AND ANSWER SESSION LASTING APPROXIMATELY ONE HOUR DREW SOME 60 PARTICIPANTS AT EACH OF THE TWO SESSIONS DAILY. ALL PARTICIPANTS THEN REMAINED TO REVIEW CATALOGS AND MANY OF THEM REQUESTED APPOINTMENTS ON THE SPOT WITH THE INDUSTRY SPECIALIST. THESE REQUESTS WERE IN ADDITION TO RUSINOW'S APPOINTMENT SCHEDULE WHICH WAS COMPLETELY FILLED IN ADVANCE FOR DURATION OF SHOW (WITH ONE APPOINTMENT EVERY FIFTEEN MINUTES). UNDERHILL

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